

**U.S. DEPARTMENT OF HOMELAND SECURITY/AD COUNCIL  
PICKING UP THE GIRLS**

**:30**

**EXPIRATION: 10/31/2007**

**AS PRODUCED**

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OPEN ON A FAMILY STANDING IN HALLWAY.

MUSIC

SHOT OF MAN STANDING NEXT TO STAIRS.

MAN: In the event of a big emergency, and I'm at work, my daughter's school is two blocks away and that would be a very convenient meeting place for all of us.

SHOT OF WOMAN SITTING ON COUCH.

WOMAN: We'd meet up at his parent's house.

SHOT OF TWO KIDS IN BEDROOM.

KID: A meeting place, not really.

CUT BACK TO WOMAN SITTING ON COUCH.

WOMAN: My husband would definitely pick up the girls from school.

SHOT OF MAN STANDING NEXT TO STAIRS.

MAN: I would want to make sure she has the girls or is on her way to get the girls.

SHOT OF KID SITTING IN HALLWAY.

KID: I know that there's a plan, but I don't know what the plan is.

FADE TO SUPER.

SUPER: Is your plan any better?

SUPER: Make sure your family has a plan in case of an emergency.

SUPER: ready.gov

SUPER: Ad Council, Ready, DHS logos

U.S. DEPARTMENT OF HOMELAND SECURITY/ AD COUNCIL  
PICKING UP THE GIRLS  
:15  
EXPIRATION: 10/31/2007  
**AS PRODUCED**

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OPEN ON A FAMILY STANDING IN HALLWAY.

MUSIC

SHOT OF WOMAN SITTING ON COUCH.

WOMAN: In the event of an emergency, my husband would definitely pick up the girls from school.

SHOT OF MAN STANDING NEXT TO STAIRS.

MAN: I would want to make sure that she has the girls or is on her way to get the girls.

SHOT OF KID SITTING IN HALLWAY.

KID: I know that there's a plan, but I don't know what the plan is.

FADE TO SUPER.

SUPER: Is your plan any better?

SUPER: Make sure your family has a plan in case of an emergency.

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SUPER: Ad Council, Ready, DHS logos

U.S. DEPARTMENT OF HOMELAND SECURITY/AD COUNCIL  
CELL PHONE  
:25/:05  
EXPIRATION: 10/31/2007  
**AS PRODUCED**

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OPEN ON A FAMILY. KIDS AND DAD HEADING OUT THE DOOR WHILE MOM HUGS GOODBYE.

MUSIC

SHOT OF MAN STANDING NEXT TO STAIRS.

MAN: In case of an emergency, if I'm at work, I would call my wife right away. Well, unless of course there's no cell service, then, you know, then I'd...

SHOT OF WOMAN SITTING ON COUCH.

WOMAN: If our cell phones didn't work and the land phone didn't work... the landlines went down and...that's a good question. What do you do?

FADE TO SUPER.

SUPER: Is your plan any better?

SUPER: Make sure your family has a plan in case of an emergency.

SUPER: ready.gov

SUPER: Ready, DHS logos